Asian Language Quitlines
A Multi-State or National Approach?

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English Quitlines in 1992

- Statewide Quitline
- No Statewide Quitline

- CA (California) is highlighted in green, indicating a statewide quitline.
- All other states are highlighted in blue, indicating no statewide quitline.
English Quitlines in 2004
Asian Language Quitlines in 2009

- Statewide Quitline
- No Statewide Quitline

Status of Asian Language Quitlines in 2009:
- California (CA) has a statewide quitline.
- All other states do not have a statewide quitline.
Obvious Disparity in Access to Service
Why Such a Slow Adoption of Asian Language Quitlines?

• Perception/misperception
  – Asian smokers will not call quitlines
  – Quitline counseling does not work for them
  – Not cost-effective

• Misunderstanding
  – Model minority/they will not complain
  – Zero-sum game for funding
Evidence on Utilization

- Asian language speakers are just as likely to call a quitline as English-speaking Whites
  - Provided there is adequate promotion for it.
  - There is plenty of evidence from quitlines operating in Asian countries.
Incoming Calls to California Quitline
August 1992 - December 2008 (Quarterly)

Source: California Smokers’ Helpline
Likelihood of Calling the Helpline
(Using CHIS 2003 for Population Estimates)

Source: Zhu et al. (2010), AJPH 100, 846-852.
Likelihood of Calling the Helpline
(Using CHIS 2005 for Population Estimates)

Source: Zhu et al. (2010), AJPH 100, 846-852.
Likelihood of Calling the Helpline
(Using CHIS 2007 for Population Estimates)

Source: Zhu et al. (2010), AJPH 100, 846-852.
Evidence for Efficacy
A Randomized Trial Testing Efficacy
(One Protocol, Three Language Groups)

Interested Smokers
(N=2,277)

Chinese
(N=729)
- Self-help materials
- Counseling + Self-help materials

Vietnamese
(N=700)
- Self-help materials
- Counseling + Self-help materials

Korean
(N=848)
- Self-help materials
- Counseling + Self-help materials
The Asian Language Quitline Dissemination Project

• Funded by the Centers for Disease Prevention and Control to translate the proven Asian-language counseling protocol into a multi-state quitline.

• California Smokers’ Helpline as the lead, with multi-state partnership with CA, HI, CO, NY, WA & TX…..
Main Partners

• Hawaii Tobacco Prevention and Control Trust Fund
• University of Hawaii at Manoa
• State Tobacco Education and Prevention Partnership, Colorado Dept. of Public Health and Environment
• State of Washington’s APICAT (Asian Pacific Islander Communities Against Tobacco)
• New York State Smokers’ Quitline (Roswell Park Cancer Institute) and NYC Dept. of Health and Mental Hygiene
• APPEAL (Asian Pacific Partners for Empowerment, Advocacy and Leadership)
• Advisory Board chaired by former NAQC Board Chairman, David Willoughby
Design

- Separate promotion from operation (i.e., counseling)
- Individual states promote the quitlines
  - CA, HI, CO, NY, WA, TX
  - Separate toll-free numbers for each language (Chinese, Korean, Vietnamese)
- UCSD provides counseling to all callers
- NRT is provided according to each state’s own policies
Project Time Line

• Opened the lines to other states in Jan. 2010
• Started monthly reporting in Feb. 2010
• Project is scheduled to end by Sept. 2012
  – When the new warning labels are supposed to start!
### Callers Completing Intake

1/2010-7/2011

<table>
<thead>
<tr>
<th>Language</th>
<th>CA</th>
<th>CO</th>
<th>HI</th>
<th>NY</th>
<th>WA</th>
<th>TX</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>320</td>
<td>11</td>
<td>4</td>
<td>62</td>
<td>5</td>
<td>1</td>
<td>20</td>
<td>423</td>
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<tr>
<td>Korean</td>
<td>366</td>
<td>48</td>
<td>133</td>
<td>22</td>
<td>60</td>
<td>2</td>
<td>13</td>
<td>644</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>139</td>
<td>10</td>
<td>6</td>
<td>2</td>
<td>20</td>
<td>9</td>
<td>26</td>
<td>212</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>825</td>
<td>69</td>
<td>143</td>
<td>86</td>
<td>85</td>
<td>12</td>
<td>59</td>
<td>1279</td>
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</table>
## Calling For
1/2010-7/2011

<table>
<thead>
<tr>
<th></th>
<th>CA N=825 %</th>
<th>CO N=69 %</th>
<th>HI N=143 %</th>
<th>NY N=86 %</th>
<th>WA N=85 %</th>
<th>TX N=12 %</th>
<th>Other N=59 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self (Tobacco user)</td>
<td>80.6</td>
<td>94.2</td>
<td>90.9</td>
<td>90.7</td>
<td>83.5</td>
<td>83.3</td>
<td>86.4</td>
</tr>
<tr>
<td>Other (aka Proxy)</td>
<td>19.4</td>
<td>5.8</td>
<td>9.1</td>
<td>9.3</td>
<td>16.5</td>
<td>16.7</td>
<td>13.6</td>
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### Heard About the Quitline  
1/2010-7/2011

<table>
<thead>
<tr>
<th>Region</th>
<th>CA N=825 %</th>
<th>CO N=69 %</th>
<th>HI N=143 %</th>
<th>NY N=86 %</th>
<th>WA N=85 %</th>
<th>TX N=12 %</th>
<th>Other N=59 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/Family</td>
<td>9.3</td>
<td>14.5</td>
<td>20.3</td>
<td>10.5</td>
<td>12.9</td>
<td>8.3</td>
<td>3.4</td>
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<td>Healthcare</td>
<td>13.8</td>
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<td>24.4</td>
<td>10.6</td>
<td>0.0</td>
<td>3.4</td>
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<tr>
<td>Other</td>
<td>20.7</td>
<td>0.0</td>
<td>2.1</td>
<td>9.3</td>
<td>4.7</td>
<td>0.0</td>
<td>11.8</td>
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### Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>CA N=825</th>
<th>CO N=69</th>
<th>HI N=143</th>
<th>NY N=86</th>
<th>WA N=85</th>
<th>TX N=12</th>
<th>Other N=59</th>
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<tbody>
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<td>TV</td>
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<td>&lt;1</td>
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<td>2.3</td>
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<tr>
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<td>7.0</td>
<td>36.4</td>
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<td>82.6</td>
<td>8.4</td>
<td>33.7</td>
<td>30.6</td>
<td>8.3</td>
<td>18.6</td>
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<tr>
<td>State</td>
<td>Choose Counseling</td>
<td>Counseled</td>
<td>% Counseled</td>
<td>Average Number of Calls</td>
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<td></td>
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<td>CA</td>
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<td>527</td>
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<tr>
<td>CO</td>
<td>63</td>
<td>58</td>
<td>92.1</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HI</td>
<td>121</td>
<td>112</td>
<td>92.6</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NY</td>
<td>70</td>
<td>63</td>
<td>90.0</td>
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</tr>
<tr>
<td>WA</td>
<td>59</td>
<td>57</td>
<td>96.6</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TX</td>
<td>6</td>
<td>6</td>
<td>100.0</td>
<td>5</td>
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<td></td>
</tr>
<tr>
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<td>823</td>
<td>91.5</td>
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</table>
Reducing the Disparity in Access to Counseling Service
Additional Benefits

• It enhances medication benefits for Asian smokers
  – NRT distribution through quitlines

• An Asian language-specific quitline encourages
  – Media campaigns in Asian communities
  – Community campaigns
  – Physician referrals
Models of Sustainability

• A national quitline in which all costs (promotion, counseling, and medication) are paid for by federal funding.
• A national quitline in which federal funding pays for promotion and counseling, and states pay for medication.
• A national quitline in which federal funding pays for medication and counseling, and states pay for promotion.
Thanks!

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Questions and Comments?